

INNOTECH®

clariter

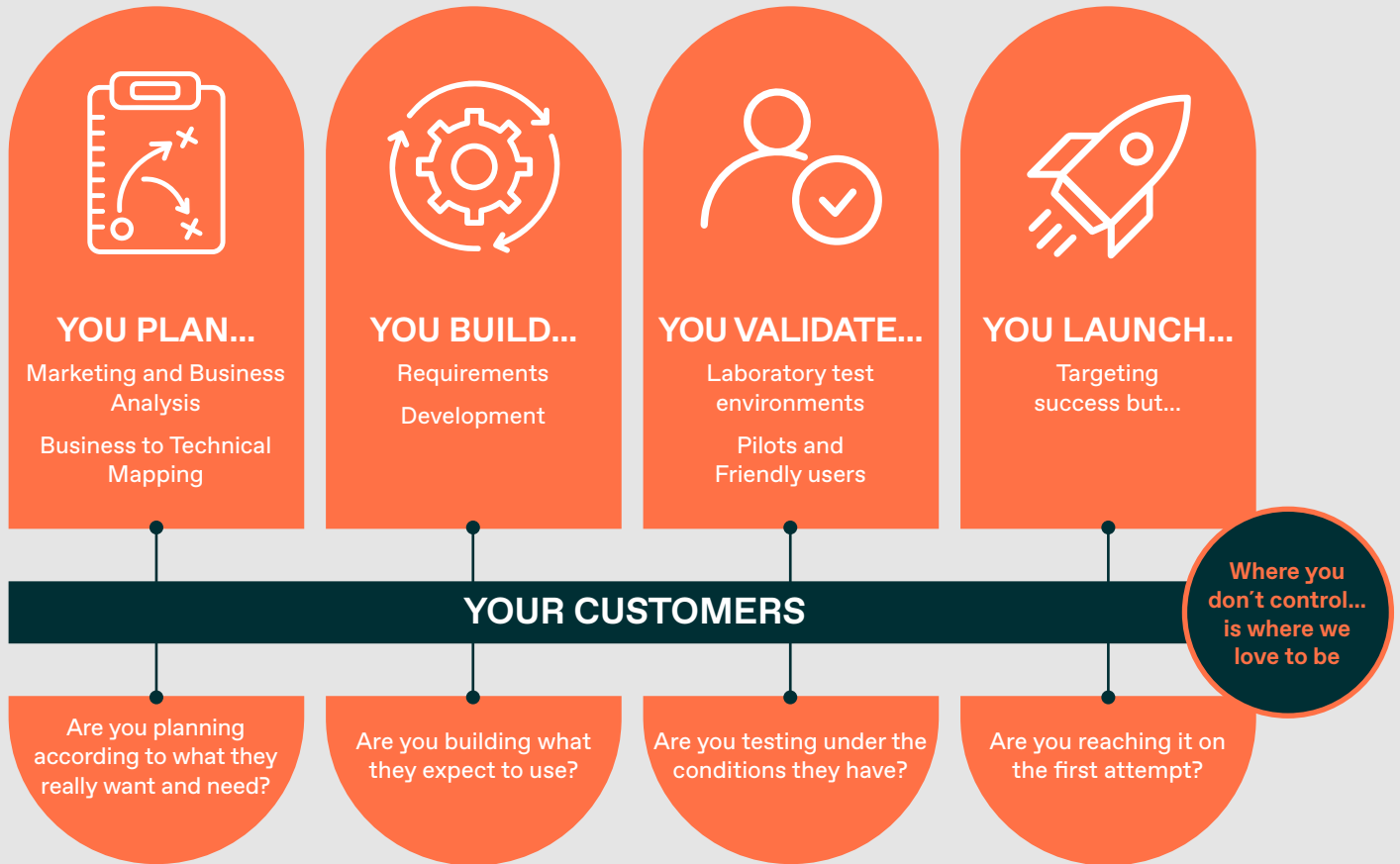


CROWDTESTING: UNLEASH THE CROWD POWER

GET YOUR APPS TESTED BY REAL USERS AS A SERVICE.
MOBILE, DESKTOP, SMART TV, MULTI-DEVICE, MULTI-LANGUAGE.

YOU DECIDE, WE TEST IT.

Do you know where your probability of failure is higher? On the spots that you don't control...



Deliver the best experiences to your customers on any device, at any time, in any place

Regular testing and surveying can only ever give a partial view of your product, as with the limited resources of your QA team and their naturally predisposed viewpoint, they can never compare with the complexities of the real world and that's where InnoTech and Clariter come in. We can provide that vital insight into your customers' real-life experience, finding more defects and usability issues, in less time and before they can reach your end customers. Crowdfunding is our way of mobilizing real users to trial your products and services to improve their quality, either through finding bugs or making recommendations about how the user experience can be improved.

Does it work how it's supposed to?



Increase efficiency at a lower cost

Customers report up to 3x
more issues found in 1/3
of the time
30% - 40%
cost savings



Improve time to market and reduce risk

Find bugs faster,
correct quicker
Increase acceptance
rate



Use real environment

Innovative approach
Use real users
in the real world



**TECH
TESTING**

This is our approach to Technical Quality as a complement to your QA teams. Get our methodology, our InLab capability (your Lab or ours) and the elastic team extension on demand using our OutLab (our Crowdsourcing) at the right time and with the right skills.

**UX
TESTING**

Use the combined power of expertise of our Economists, Psychologists, Sociologists and Marketeers together with access to hundreds of your customers. Drive actions like Focus Groups, A/B Testing, Surveys, Virtual and Physical actions. Process and analyze all data and get brilliant insights on what is your next best action.

Solution quality assured by a worldwide community.

10.000 registered users in Portugal and growing!



FLEXIBILITY & SCALABILITY

Available, at any time, for all devices/OS relevant combinations.

25X cheaper to fix bugs before being in production phase



GLOBAL COVERAGE

High diversity

The UX for an app developed in one geography can easily be checked whether it will work in other geographies



EFFECTIVENESS INCREASE

Use devices as Real users do

Decrease Time to Market – large pool of testers available when you need them



EXPERTISE

Highly-qualified & experienced crowd

Turn users into real promoters, since they have intensively used your product and services

ABOUT INNOTECH

InnoTech is a dynamic IT company that helps businesses grow through innovation and technology. It all happens when our top-of-the-game talents get to play.

ABOUT CLARITER

Founded in 2010, Clariter was born to tackle issues related to Digital Transformation. Clariter Group, currently, has a global reach of operations and has direct subsidiaries in Italy, UK, Portugal and Spain.

LET'S TALK AND BULLET-PROOF YOUR PRODUCT WITH QA INSIGHTS FROM THE REAL WORLD!

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